

**EXPRESS MAIL LABEL NO.: EV343425955US**

**CLAIMS**

1. A method on a web site for pricing a product and/or service, the method comprising:
  - offering a product and/or service for sale on a first web site, wherein the
  - 5 product and/or service is available for purchase in a plurality of configurations;
  - determining on a second web site a price for each of the plurality of configurations of the product and/or service;
  - calculating a price for each of the plurality of configurations of the product and/or service based on the prices determined from the second web site and at
  - 10 least one price factor; and
  - offering each of the plurality of configurations of the product and/or service for sale on the first web site for the calculated prices.
2. The method of claim 1, wherein the determining step comprises:
  - 15 visiting the second web site;
  - selecting each of the plurality of configurations on the second web site;
  - and
  - reading from the second web site a price associated with each of the plurality of configurations.

20

**EXPRESS MAIL LABEL NO.: EV343425955US**

3. The method of claim 1, wherein the at least one price factor includes any one of:

the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and

5 the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.

4. The method of claim 3, wherein the at least one price factor further includes:

10 information associated with a buyer of the product and/or service on the first web site.

5. The method of claim 4, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

15 the volume of the product and/or service that is being purchased by the buyer;

the number of orders previously placed by the buyer on the first web site;

the type of equipment owned by the buyer; and

the classification of the buyer.

20

**EXPRESS MAIL LABEL NO.: EV343425955US**

6. The method of claim 1, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- 5 a car; and
- a boat.

7. The method of claim 6, wherein each of the first web site and the second web site are an e-commerce web site.

**EXPRESS MAIL LABEL NO.: EV343425955US**

8. A computer program product comprising computer instructions on a web site for pricing a product and/or service, the computer instructions including instructions for:
  - offering a product and/or service for sale on a first web site, wherein the
- 5 product and/or service is available for purchase in a plurality of configurations;
  - determining on a second web site a price for each of the plurality of configurations of the product and/or service;
  - calculating a price for each of the plurality of configurations of the product and/or service based on the prices determined from the second web site and at
- 10 least one price factor; and
  - offering each of the plurality of configurations of the product and/or service for sale on the first web site for the calculated prices.
9. The computer program product of claim 8, wherein the instructions for
- 15 determining comprise instructions for:
  - visiting the second web site;
  - selecting each of the plurality of configurations on the second web site;
- and
- 20 reading from the second web site a price associated with each of the plurality of configurations.

**EXPRESS MAIL LABEL NO.: EV343425955US**

10. The computer program product of claim 8, wherein the at least one price factor includes any one of:

the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and

5 the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.

11. The computer program product of claim 10, wherein the at least one price factor further includes:

10 information associated with a buyer of the product and/or service on the first web site.

12. The computer program product of claim 11, wherein the information associated with the buyer of the product and/or service on the first web site 15 includes any one of:

the volume of the product and/or service that is being purchased by the buyer;

the number of orders previously placed by the buyer on the first web site;

the type of equipment owned by the buyer; and

20 the classification of the buyer.

**EXPRESS MAIL LABEL NO.: EV343425955US**

13. The computer program product of claim 8, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- 5 a car; and
- a boat.

14. The computer program product of claim 13, wherein each of the first web site and the second web site are an e-commerce web site.

10

**EXPRESS MAIL LABEL NO.: EV343425955US**

15. A system for pricing a product and/or service, comprising:
  - a first web site for offering a product and/or service for sale, wherein the product and/or service is available for purchase in a plurality of configurations;
  - a spider for determining on a second web site a price for each of the plurality of configurations of the product and/or service;
  - 5 a processor for calculating a price for each of the plurality of configurations of the product and/or service based on the prices determined from the second web site and at least one price factor; and
  - a price module for adjusting the prices of each of the plurality of configurations of the product and/or service to the prices calculated by the processor.
- 10
15. The system of claim 15, wherein the at least one price factor includes any one of:
  - 15 the highest price that the market will bear for each of the plurality of configurations of the product and/or service on the first web site; and
  - the lowest profitable price at which the first web site can sell each of the plurality of configurations of the product and/or service.

20

**EXPRESS MAIL LABEL NO.: EV343425955US**

17. The system of claim 16, wherein the at least one price factor further includes:

information associated with a buyer of the product and/or service on the first web site.

5

18. The system of claim 17, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

the volume of the product and/or service that is being purchased by the buyer;

10 the number of orders previously placed by the buyer on the first web site;  
the type of equipment owned by the buyer; and  
the classification of the buyer.

19. The system of claim 15, wherein the product and/or service having a  
15 plurality of configurations is any one of:

furniture;

a computer;

a car; and

a boat.

20

**EXPRESS MAIL LABEL NO.: EV343425955US**

20. The system of claim 19, wherein each of the first web site and the second web site are an e-commerce web site.